

# New Order

Media: TV  
 Client: DSCC IE  
 Product: issue  
 Estimate: 1139  
 Description: 10/9 - 11/5 MO VA A35+  
 Version: 1

Market: Washington, DC  
 Demo: Adults 35+  
 Separation: 30  
 Flight Start: 10/9/12  
 Flight End: 11/5/12  
 Survey:

Vendor: WJLA-TV  
 AE: Barbara Monares  
 Phone:  
 Fax:

Billing To: Great American Media  
 1010 Wisconsin Avenue, NW, #800  
 Washington, DC 20007  
 Phone: 202-572-2852  
 Fax: 202-338-2334

Comments:

Line No	Daypart (Program)	Daypart Code	Gross	C/T	Dur	10/9	10/16	10/23	10/30	Total Spots	Adults 35+ RTG	CPP
1	TuWThF,M 9:00A-10:00A (LIVE WITH KELLY)	DT	\$650.00	C	30	5	5	5	5	20		
Comments: No Comment												
2	TuWThF,M 10:00A-11:00A (RACHEL RAY)	DT	\$550.00	C	30	2	2	2	2	8		
Comments: No Comment												
3	TuWThF,M 11:00A-12:00P (THE VIEW)	DT	\$1,200.00	C	30	5	5	5	5	20		
Comments: No Comment												
4	TuWThF,M 12:00P-12:30P (ABC 7 NEWS @ NOON)	DT	\$1,000.00	C	30	5	5	5	5	20		
Comments: No Comment												
5	Su 10:00A-11:00A (This Week)	DT	\$18,000.00	C	30	0	1	0	1	2		
Comments: No Comment												
6	TuWThF,M 4:00P-5:00P (KATIE)	EF	\$1,400.00	C	30	3	3	3	3	12		
Comments: No Comment												
7	TuWThF,M 7:00A-9:00A (GMA 7A-9A)	EM	\$1,200.00	C	30	3	3	3	3	12		
Comments: No Comment												
8	Su 8:00A-9:00A (GMA 8A-9A)	EM	\$600.00	C	30	1	1	1	1	4		
Comments: No Comment												
9	TuWThF,M 6:00P-6:30P (NEWS 7 @ 6)	EN	\$1,600.00	C	30	5	5	5	5	20		
Comments: No Comment												
10	TuWThF,M 6:57P-7:00P (WORLD NEWS ADJ)	EN	\$4,000.00	C	30	3	3	3	3	12		
Comments: No Comment												
11	SaSu 6:00P-7:00P (NEWS 7/ABC NEWS)	EN	\$1,200.00	C	30	2	2	2	2	8		
Comments: No Comment												

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12	TuWThF,M 11:00P-11:35P (ABC 7 NEWS @ 11)	LN	\$2,500.00	C	30	3	3	3	3	12		
Comments: No Comment												
13	TuWThF,M 7:00P-7:30P (WHEEL OF FORTUNE)	PA	\$3,000.00	C	30	5	5	5	5	20		
Comments: No Comment												
14	TuWThF,M 7:30P-8:00P (JEOPARDY)	PA	\$4,000.00	C	30	5	5	5	5	20		
Comments: No Comment												
15	Sa 7:00P-7:30P (WHEEL OF FORTUNE)	PA	\$1,800.00	C	30	1	1	1	1	4		
Comments: No Comment												
16	Sa 7:30P-8:00P (JEOPARDY)	PA	\$1,800.00	C	30	1	1	1	1	4		
Comments: No Comment												
17	M 8:00P-10:00P (DANCING WITH THE STARS)	PT	\$16,000.00	C	30	1	1	1	1	4		
Comments: No Comment												
18	W 9:00P-9:30P (MODERN FAMILY)	PT	\$20,000.00	C	30	1	1	1	1	4		
Comments: No Comment												
19	F 10:00P-11:00P (20/20)	PT	\$6,000.00	C	30	1	1	1	1	4		
Comments: No Comment												
Total Spots:						52	53	52	53	210		
Total GRP/GIMP(000):						0.0	0.0	0.0	0.0		0.0	
Month	Cash\$-Spots		Trade\$-Spots		Total\$-Spots							
10/2012	\$420,750.00 - 157		\$0.00 - 0		\$420,750.00 - 157							
11/2012	\$152,250.00 - 53		\$0.00 - 0		\$152,250.00 - 53							

Total Gross Cost: \$573,000.00

Total Net Cost: \$487,050.00

Total Gross CPP: \$0.00

Total Net CPP: \$0.00